

The Art Of Home Decoration



here is an art in the selection and application of colors in home decorating, which, when understood, brings highly satisfactory results.

For your convenience and information we have printed on pages Seven, Eight and Nine some helpful suggestions which will aid you in planning your color schemes.

With these suggestions in mind you can confidently approach the job and by their use secure a beautifully decorated home.

When you come down this way, stop in and we will give you a copy of "The Art of Color in the Home." It is a complete little booklet having the additional feature of a Color Chart which is as valuable as it is ingenious for the quick and simple selection of appropriate colors for exterior and interior home decoration.

It not only offers you a means of gratifying your own individual choice of pleasing colors—it also assists in avoiding improper combinations—those that clash or that might be criticized as contrary to the accepted rules of Color Harmony.

*There is a Lowe Brothers Product
for Every Painting Need.*

Why We Selected Lowe Brothers Products

In selecting merchandise for our customers we have chosen those lines which give the most for the money.

For our paints, varnishes and allied products, we have selected the Lowe Brothers line.

The Lowe Brothers Company has been making quality products for more than half a century. They have earned a national reputation for the manufacture of the highest grade of paint materials.

We know that such products bring satisfaction to our customers and that in turn makes friends for our business.

We also know the paint business, can aid you in planning color schemes and can suggest the right products to use.

Come in and let us show you additional colors and offer suggestions. Please bring this color card along and we will give you a fine little book on home decoration.

THE LOWE BROTHERS
ACCREDITED AGENT.

GEO. G. GIFFORD
Paints, Varnish and General Merchandise
WEST TISBURY, MASS.



How to make proper use of color in planning home decoration

Painting the Outside of the House



The exterior of the house lends itself to color selections and color schemes just as much as the interior, although we sometimes do not give it equal thought.

In planning the color scheme for the exterior we must consider the surroundings—the shrubbery, foliage, the houses next door and the style of architecture.

Combinations may be used in painting the exterior. However, they must be chosen carefully or the results will be unsatisfactory.

Combinations strongly affect the appearance of the house, for instance—a trimming color darker than the body makes the house look smaller, one lighter makes it look larger.

The large house may be dark in color. The small house generally should be light with lighter trimming or none at all.

SUGGESTED COLOR COMBINATIONS

The following color combinations have been tried and found correct. They can be safely used if they harmonize with the style of architecture of the house. Body colors are shown in capital letters, while the proper trimming colors are printed in smaller type. Trimming colors are not suggested for outlining the house, but for spouting, trellises, shutters, etc.

CREAM—White, Russet, Seal Brown.
COLONIAL YELLOW—White, Moss Green, Seal Brown.
SEAL BROWN—Cream, Russet, White.
PALE GRAY—White, Pure Gray, Moss Green.
RUSSET—Seal Brown, White.
LIGHT MAROON—White.
PURE GRAY—White, Moss Green, Pale Gray, Lead Color.
LEAD COLOR—White, Pure Gray, Pale Gray.
MOSS GREEN—Pale Gray, White.

Interior Walls

From studying the qualities or characteristics of colors we learn that there are warm colors and cool colors, and the natural conclusion is that warm colors should be used in rooms drawing their light from north or east, while the cooler ones should be reserved for rooms with south or west exposure. Tans and Buffs are warm colors; Grays, Greens and Blues are cool colors.

Paint is the most flexible of wall finishes. It may be manipulated in so many ways to produce pleasing effects that absolute individuality is assured, where thought is given to the subject before the work is started.

In the Lowe Brothers line there are two wall paints—Mellotone, a flat, soft, velvety finish and Mello-Gloss which dries to a rich satiny sheen, producing a beautiful effect. Both are washable and easily cleaned.

With Mellotone and Mello-Gloss one can secure plain or fancy finishes, among the latter being Tiffany, Sponge Imprinting and Scumbling.

Simply come into the store and we will show you how these finishes are obtained and we will also show you several color combinations in either Mellotone or Mello-Gloss.

WOODWORK AND FLOORS

To preserve the natural beauty of the wood use Neptunite Varnish, which also protects the surface against the usual wear to which it is subjected.

No one varnish can be the very best varnish for all purposes. Conditions and requirements vary too much for that.

For instance, on interior work where a high gloss is desired, the varnish should be so made that it will retain its luster after repeated cleaning and dusting, while if a rubbed effect is wanted, the varnish should be so made that it will rub very easily to a smooth, dull finish.

That is why there are five Neptunite Varnishes, each designed to meet special requirements. They are:

Neptunite Floor—For floors, linoleum and oilcloth.

Neptunite Interior—For interior standing woodwork where a high luster is preferred.

Neptunite Rubbing—For interior woodwork and for furniture, when a dull finish is desired.

Neptunite Seat—For seats, church pews where quick and hard drying is required.

Neptunite Spar—For outside surfaces where a varnish finish is preferred.

Moisture
Heat and
Pressure
Leave No
Mark



Neptunite
Varnish
Never
Turns
White

Refinishing the Furniture



Refinishing furniture is a fascinating experience. Many women are doing beautiful work. They usually begin on some simple ornament or toy, find it easy and then go to bigger and better things.

Nothing quite equals the joy of achievement, and when a woman finds things transformed under her touch, she delights in continuing the work until her handiwork is found throughout the home.

WITH PAINT

The simplest form of refinishing is to paint a piece in a solid color with ordinary house paint. This may be applied over any old finish, whether it be paint, enamel, varnish or lacquer.

For the most ordinary painting job you may use exterior paint, such as High Standard or one of the wall paints, Mellotone or Mello-Gloss. Always remember, however, that the duller the finish the more readily it will catch and hold dirt. The more sheen or gloss a paint has, the more dirt-resistant it is and the more easily cleaned.

WITH VARNISH STAIN

A piece of furniture may be too light to fit in with your present-day furnishings, but it may be darkened by a coat or two of Neptunite Varnish Stain, Walnut, after the old finish has been sandpapered and the resulting dust wiped off. Neptunite Varnish Stain stains and varnishes at one operation. It is easy to use and can play quite a part in refinishing furniture.

WITH LACQUER

Par-O-Keet Lacquer is a comparatively new material, differing from paint and varnish. Par-O-Keet is applied with a full brush and with as few strokes as possible. It levels out smooth, and dries in a few minutes.

Par-O-Keet forms a hard, durable surface that will withstand water, hot or cold. Its quick-drying and durability are two qualities that make it an outstanding product.

WITH ENAMEL

Enameling furniture is easy if one is painstaking and has the right equipment. All unevenness should be leveled, cracks filled and the surface sandpapered.

After that the undercoats of Enamel Undercoating or flat-drying paint are applied. Enough undercoats to thoroughly cover the old color and grain should be used. Then follow with a coat or two of Linduro Enamel and a beautiful china-like surface will be the result.

HIGH STANDARD HOUSE PAINT



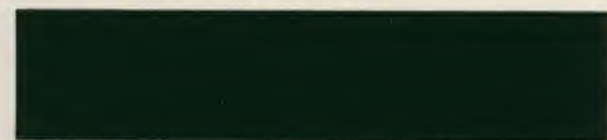
CREAM 305



GRASS GREEN 435



PALE GRAY 289



PERMANENT GREEN 148



RUSSET 302



SEAL BROWN 669

STANDARD BARN PAINT



BRIGHT RED 417

MELLOTONE Flat Wall Paint



IVORY TINT 695



BLUE TINT 611



GREEN TINT 613

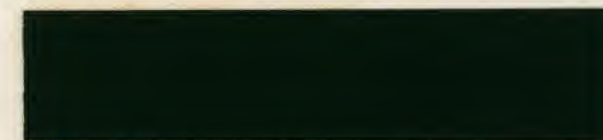


GRAY TINT 661



LIGHT TAN 619

TRUCK & TRACTOR PAINT



GREEN 173



BRIGHT RED 172

NEPTUNITE VARNISH STAIN



DARK OAK 186



WALNUT 187



MAHOGANY 188

AUTO ENAMEL



YELLOW 180



GREEN 429



MOTOR GRAY 535



METEOR RED 177

*Beauty in the home comes when
color schemes are properly
planned and selected*

Read Pages Seven, Eight and Nine

This card does not show all of the colors or products w

NON-FADING OIL STAIN



DARK OAK 160



WALNUT 159



MAHOGANY 162

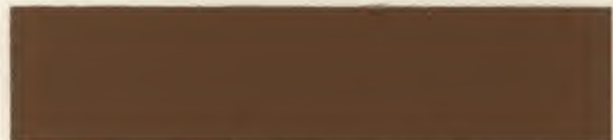
FLOOR ENAMEL



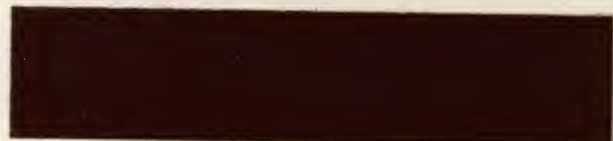
OAK TAN 387



STONE GRAY 389



WALNUT BROWN 664



MAHOGANY RED 391

MELLO-GLOSS Semi-Gloss Wall Paint



IVORY WHITE 776



BATH BLUE 841



LAVA GRAY 779



BUFF TAN 774



REST GREEN 778

PORCH & DECK PAINT



GRAY STONE 594



DARK LEAD 596

PAR-O-KEET LACQUER



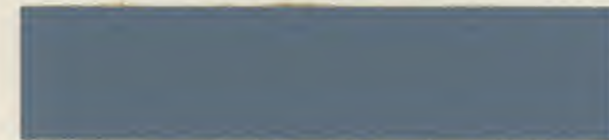
ANTIQUE IVORY C-2510



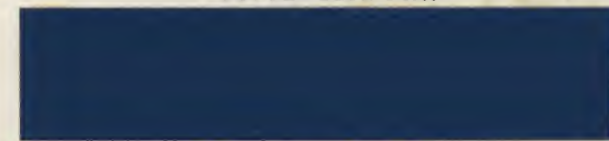
AGATE GRAY C-2508



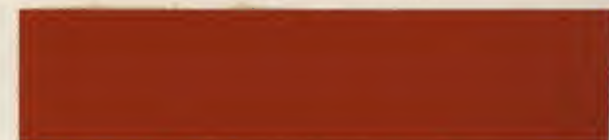
GRASS GREEN C-2511



POWDER BLUE C-2500

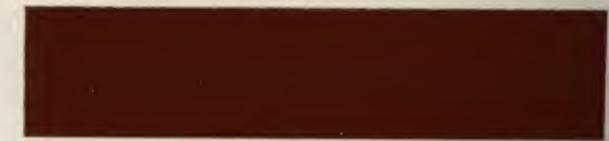


FLEMISH BLUE C-2501



CHINESE RED C-2504

DERBY RED BARN PAINT



DERBY RED 394

Carry at our store. Come in and see the complete line.

*Quality paints, varnishes, lacquers
stains and enamels bring lasting
beauty to the home*

Read Pages Seven, Eight and Nine